

CANDIDATE REQUEST FOR POLITICAL BROADCAST INFORMATION OR TIME

Date of Request: 10/19/16 Time of Request: 11:27 AM.

Candidate Name: STEVE McLaughlin

Party: Republican

Candidate for: STATE LANDS COMMISSIONER WASHINGTON STATE
(Office) (Location)

Candidate's Authorized Committee: MEDIA PLUS

Treasurer of Candidate's Authorized Committee: RANDY BIEGCHWALD

Address: PO BOX 1001, SEALECK, WA 98380

Telephone: _____

Agency for Candidate (if any): MEDIA PLUS

Name of Person Requesting Information/Time: Kathy Heukirchen

Information Requested: :60 SEC COMMERCIALS.

Rates for _____

Availabilities for _____

Other: _____

Disposition of Request:

☒ Accepted ☐ Rejected ☐ Accepted or Rejected in part (attach explanation)

Rate Charged for Spot: ATTACHED.

Class of Time Purchased: Short-Pre-emptible

Air Date and Time (attach a schedule of the advertising or program time provided, if necessary): _____

Rebate Paid (if any): _____

Disclosure Statement Provided by Station: ☒ Yes ☐ No ☐ Previously provided

BCRA Certificate (for Federal candidates only) Provided: ☐ Yes ☐ No ☐ Previously provided

Other Information: _____

Inquiry Received By: _____

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Washington State

Date:

10/19/16

I, Kathy Neukirchen,
being/on behalf of: Steve McLaughlin, a legally
qualified candidate of the Republican political
party for the office of: State Lands Commissioner
in the General Election, Washington State
election to be held on: November 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Medica Plus

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Randy Biegenwald

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

To Be Signed By Candidate or Authorized Committee

10/19/2016
Date

[Signature] Medica Plus
Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

Revision

Media: Radio	Market: Seattle-Tacoma	Vendor: KJAC-FM	Billing To: Media Plus+
Client: Steve McLaughlin	Demo: Adults 35+		160 Roy St
Product: Campaign	Separation: 30		Seattle, WA 98109
CPE: STEVE//2204	Flight Start: 10/17/16	AE: Cindy Johnson	
Description: McLaughlin General Radio	Flight End: 11/13/16	Phone:	Phone: 206-282-5677
10.21-11.7		Fax:	Fax: 206-284-4862
Rep:	Sales Office:		
Version: 2	Survey: 3BK Jul16-Sep16 MSA ARB PPM		
Comments: Flight Dates: 10/21-11/7			

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	10/17	10/18	10/19	10/20	10/21	10/22	10/23	10/24	10/25	10/26	10/27	10/28	10/29	10/30	Total Spots	Adults 35+ RTG	CPP
1	MTuWThF 6:00A-7:00P	RT	\$120.00	C 60	0	0	0	0	8	0	0	8	8	8	8	8	0	0	96	0.5	\$240.00
2	Sa 10:00A-7:00P	WK	\$40.00	C 60	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	0.4	\$100.00
3	Su 10:00A-7:00P	WK	\$40.00	C 60	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.3	\$133.33
4	Sa 6:00A-7:00P	WK	\$85.00	C 60	0	0	0	0	0	6	0	0	0	0	0	0	0	0	12	0.4	\$212.50
Total Spots:					0	0	0	0	8	6	0	8	8	8	8	8	6	0	114		
Total GRP/GIMP(000):					0.0	0.0	0.0	0.0	4.0	2.4	0.0	4.0	4.0	4.0	4.0	4.0	2.4	0.0			
Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	10/31	11/1	11/2	11/3	11/4	11/5	11/6	11/7	11/8	11/9	11/10	11/11	11/12	11/13	Total Spots	Adults 35+ RTG	CPP
1	MTuWThF 6:00A-7:00P	RT	\$120.00	C 60	8	8	8	8	8	0	0	8	0	0	0	0	0	0	96	0.5	\$240.00
2	Sa 10:00A-7:00P	WK	\$40.00	C 60	0	0	0	0	0	6	0	0	0	0	0	0	0	0	6	0.4	\$100.00
3	Su 10:00A-7:00P	WK	\$40.00	C 60	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.3	\$133.33
4	Sa 6:00A-7:00P	WK	\$85.00	C 60	0	0	0	0	0	0	0	0	0	0	0	0	0	0	12	0.4	\$212.50
Total Spots:					8	8	8	8	8	6	0	8	0	0	0	0	0	0	114		
Total GRP/GIMP(000):					4.0	4.0	4.0	4.0	4.0	2.4	0.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0			
Month	Cash\$-Spots	Trade\$-Spots	Total\$-Spots																Total Gross CPP:		
10/2016	\$6,780.00 - 60	\$0.00 - 0	\$6,780.00 - 60																\$231.52		
11/2016	\$6,000.00 - 54	\$0.00 - 0	\$6,000.00 - 54																\$196.79		
Total Gross Cost:				\$12,780.00															Total Gross CPP:		\$231.52
Total Net Cost:				\$10,863.00															Total Net CPP:		\$196.79

Disclaimer:

All makegoods must be made within flight.
Invoices must contain full product name, estimate number, and correct ISCI codes.

Other Demos

Line No	Daypart (Program)	Daypart Code	Gross	C/T	Dur	Total Spots	RTG	Women 35+	CPP
1	MTuWThF 6:00A-7:00P	RT	\$120.00	C	60	96	0.4		\$300.00
2	Sa 10:00A-7:00P	WK	\$40.00	C	60	6	0.3		\$133.33
3	Su 10:00A-7:00P	WK	\$40.00	C	60	0	0.2		\$200.00
4	Sa 6:00A-7:00P	WK	\$85.00	C	60	12	0.3		\$283.33
Total Spots:						114	43.8		
Total GRP/GIMP(000):									
Total Cost:			\$12,780.00				CPP:		\$248.01